"The smart guy is the one who knows the difference between temptation and opportunity."

The Textorian

Weekly Publication of Cone Mills Corporation

VOLUME XXIX NO. 28 | GREENSBORO, NORTH CAROLINA, FRIDAY, JULY 15, 1955 | FOUR PAGES

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RALEIGH N C

RETIRING—Robert Bruce Shropshire, reclining in his gift chaise longue, retired from his job as drawing machine operator at Proximity Plant on June 30. Mr. Shropshire had been employed at the plant since April 11, 1927. Looking on are some of his co-workers who presented him the gift. They are Mrs. Jennie Duggins, Mrs. Nannie Hicks, Mrs. Nelia Williams, Mrs. Katherine Ozment, Alton Patterson, fixer; Everette Patterson, overseer; Mrs. Allie Whitesell, Mrs. Wilma McDonald, Mrs. Pauline Russell, Monroe Bateman, assistant overseer and Mrs. Gracie May.

STUDENTS AT WORK—Pictured above are students who are working on the first shift at Granite Plant, Haw River during the summer months. The students are proving to be of great importance during this season. Reading from left to right are Elaine Sykes, Connie Riley, Delores Cox, Barbara Jones, Tommy Oldham, Claude Kidd, Jr., Larry Hensley, Roy Clayton, Jr., Warren Riley, Billy Ross, Stanley Mullis, Bobby Roach, and Carlton Stout. Pictures of the second and third shift working students will appear at a later date.

Cone Mills Vacation Pay In Greensboro and Vicinity Totals $638,000

Cone Mills Corporation's vacation pay this summer to 9,400 employees in plants located in Greensboro and vicinity will total $638,000.

Jim Kincaid

Plants receiving the $638,000 total include Proximity, White Oak, Revolution Flannel, Revolution Rayon, Print Works and Guilford Products; Pineville, Salisbury, Randleman, Minneola (Gibsonville); Edna (Reidsville); Eno (Hillsboro); Tabardrey and Granite (Haw River).

As previously noted, 11 of these plants will close for vacation during the week of July 23, resuming operation with the third shift on July 31.

Tabardrey, Granite and Eno plants have already had their vacations for this year.

Although many industrial plants in this area usually close for vacation during the first week in July, Cone Mills several years ago found out through an informal survey among its employees here that they preferred their vacation time later in the month.

This survey was made because the company management felt that employees would rather have their vacation at a time other than when beaches, mountain resorts and highways are so overcrowded and when Fourth of July holiday rates are not in effect.

IN ADVERTISING—As noted in last week's Textorian, Robert A. Mitchell, above, has been appointed assistant manager of advertising and sales promotion by Cone Mills Inc., New York. He is a graduate of Boston University and was formerly advertising and promotion manager of Chicopee Mills, Inc.

Cone Mills To Send 28 To Conference

Cone Mills will send 28 delegates to the Southern Industrial Relations Conference at Blue Ridge July 20-23. "Sound Human Relations in Modern Industry" will be theme for the meetings.

Superintendents select delegates to attend the conference each year by rotating the opportunity among the supervisors.

Those selected this year are:

Proximity Plant—Roy Ritter, assistant overseer, Carding; Charlie Myers, assistant overseer, Weaving; Don Cheek, assistant overseer, Dyeing; Raymond Collins, assistant overseer, General Help.

White Oak Plant—C. M. Culbreth, overseer, Slashing and Beaming; Raymond Stanfield, assistant overseer, Carding; Ernest Robertson, assistant overseer, Spinning; Ernest Stevens, trainee, Tyeing-In; Arnold Tidwell, Assistant Overseer, Weaving.

Revolution Flannel Plant—Johnie

(Continued on page 4)

Herman A. Sampson, Jr.

Herman Sampson, Jr. In Nashville Office

Herman A. Sampson, Jr., son of Mr. and Mrs. Herman A. Sampson, Sr., 2707 West Market Street, on July 11 was assigned to Cone Mills' Nashville sales office, where he is to assist Robert O. Simpson in calling on the trade in Tennessee, Arkansas and Kentucky, and parts of Illinois and Missouri.

A Greensboro native, Mr. Sampson joined Cone Mills in February, 1955, and on completion of a training period in the New York office, was assigned to the local sales office where he assisted his father in carrying Cone lines to the trade in this area.

Mr. Sampson is a graduate of the University of North Carolina, Chapel Hill, holding a B. S. degree in business administration.

Last Meeting In White Oak YMCA

White Oak Community Club will hold its last meeting in White Oak YMCA building next Monday night, July 18 at 7:30. The club will not meet at the White Oak building after the Greensboro Recreation Department takes over activities there.

Cone Post Repeats Summer Festival

Cone Post 386, American Legion is doing a repeat of its festival which came off last Saturday. The location will be the same, in the grove near White Oak Office. The time will be on Saturday afternoon, July 16. Boys and girls are asked to decorate their bicycles and ride down to the festival by 4 o'clock.

In spite of rain, a large number of children were on hand when the fun began. These children also helped when the Legionnaires dismanteled the exhibits and stands.

Joe Odell, E. H. Bateman and Furman Busby did a rushing hot dog business, serving lunch and supper to many of those attending the festival.

Russell Pinkelton's "Tent of Wonders" caused quite a bit of comment. His sign outside told of the exhibits on display: a red bat, the world's smallest wind instrument, a real flying saucer, a swimming match, a hairless dog, a videoscope and a camel. Additions are promised for tomorrow's show.

Arthur Stanley and Robert Ellison's ring tossing game kept the youngsters busy tossing rings for the approximately 200 prizes offered.

At the Fish Pond, operated by James Weaver, Jr., Henry Stanley and Norman Pinkelton, many valuable catches were made, such as cameras, bracelets and hats.

About 7 o'clock, and electrically operated merry-go round for the children to enjoy free rides. This will be repeated tomorrow.

Many gifts will be offered at the Bingo table tomorrow.

Camp Herman Now Open As Recreation Center For Employees

Camp Herman recreation facilities for picnics, church outings, group cook-outs, swimming, boating and fishing are all available to Cone employees since Central YMCA vacated Camp Herman on July 13. All activities will be moved back to the camp site proper, except those groups that might want to use Louise Park area. Camp Herman Recreation Center will be open Monday, July 25, and everyday during vacation week.

This will be a splendid time to plan a vacation and use the facilities of the Camp Recreation Center for various activities, including hiking through the woods, studying nature in flowers and shrubs and naming as many as you can of the 50 or more species of trees on the camp site, take an early morning stroll through the forest, studying the large variety of song birds, together with squirrels jumping from limb to limb and tree to tree in their early morning capers, and the jumping of an occasional rabbit as he scampers across the campus.

"Campers" may go out early in the morning, take a lunch and spend the entire day.

Keep your fears to yourself, but share your courage with others.

Cotton Industry Reels From GATT Tariff Stab

Charlotte, N. C., July 9—July is traditionally vacation time for America's cotton mill workers but there's not much bouyancy of spirit to be found in the textile areas of the South these mid-summer days.

They're gripped by fear and anxiety as never before lest their economic mainstay be drained away by a deluge of low-cost cotton goods from Japan.

Management's grave concern over deep new tariff concessions to Japan sifts down through the ranks of production workers, the older of whom lived through something of the same kind of economic debacle in 1937-39.

And the younger men and women are fearing too that the Japanese have at long last won "the Big War"—the fight for the U. S. cotton textile market, the most abundant in the world.

Textile Men Despair

Top men in the industry view with astonishment and despair the outcome of the tariff concessions to Japan made by the U. S. state department at Geneva.

They seem generally to think that cotton manufacturing and cotton agriculture in the United States are inevitably doomed unless Congress should now restrict the import of Japanese goods by a quota system.

May See Our Industry In Japan

Consider, for instance, the comment of A. K. Winget, American & Efird Mills, Albemarle, who is president of the American Cotton Manufacturers Institute:

"It is my considered opinion that, if something is not done, we shall see in our lifetime a transfer of the American cotton mill industry to Japan."

And mill men say that just to the extent that the U. S. cotton mill industry is being "liquidated" or "sold down the river," just to the extent cotton agriculture in the United States is being sacrificed also.

It's simply this: Because of the strict U. S. import quota on raw cotton, virtually all of the cotton consumed by U. S. mills is cotton grown in this country. Japanese mills, on the other hand, use twice as much foreign grown cotton as they do U. S. cotton.

Could Buy Jap Grey Goods

Textile men view the present situation as the worst ever to be faced by the mills. For instance, J. Spencer Love, board chairman of Burlington Industries, Inc., largest textile organization in the world, takes this view:

Unless the U. S. government can do something to alleviate the sudden concessions to Japan, Burlington simply will close down its cotton, spinning and weaving operations in this country and buy its grey (unfinished) cotton goods from Japan.

The cotton mill industry is very highly concentrated in four southeastern states — the Carolinas, Georgia and Alabama. So is cotton agriculture the mainstay of the region's farmers, as it is in nearly all of the southern half of the United States, from the Atlantic to the Pacific.

South Carolina leads all other states in number of cotton system spinning spindles, with North Carolina close behind. Spindles in these two states represent over half the total for the whole U. S. industry.

Says John K. Cauthen, executive vice president of the South Carolina Textile Manufacturers Association:

"Unless President Eisenhower and Congress come to our rescue, many textile plants here in South Carolina and in other parts of the country will be forced out of business."

The drastic tariff reductions granted Japan by the U. S. state department under GATT (General Agreement on Tariffs and Trade) became known while the legislatures of the Southern textile manufacturing states were in session.

The Alabama legislature adopted a resolution protesting the "secret" Geneva action, and asking Congress to impose a quota system. It pointed up the fact that the tariff concessions constitute a grave economic crisis for the state, both in industry and in cotton agriculture. A somewhat similar resolution was adopted by the legislature in Georgia.

Springmaid a Geisha Girl?

Col. Elliott White Springs, president of Springs Cotton Mills, Lancaster, S. C., had this comment to make on the Geneva action.

"We do not know how the state department came to the conclusion that the American Textile industry was expendable . . . .

"The American government has got to do one of two things: It has either got to give us some sort of protection against the deluge of Japanese goods and of Japanese garments, or it should provide one-way tickets to Japan for all displaced American textile workers so that they might seek employment in Yokohama or Kobe.

"If we cannot get some relief, the Springmaid girl is likely to become a geisha girl."

Can Hardly Expect to Operate

Southern mill men in general express the view that U. S. textile mills can hardly be expected to continue in operation if Japanese goods, produced at wage rates which are only a tenth of what they are in this country, are allowed to flood the U. S. market.

Meeting in an emergency session,

(Continued on page 4)

Cone Memorial YMCA Board Meets July 19

The July meeting of the board of directors of the Cone Memorial YMCA will be held at the Proximity Branch, Tuesday evening, July 19, at 7 o'clock, as announced by Raymond Kincaid, president.

All committee chairmen are requested to hold their meetings, and come prepared to give their reports. They are as follows: finance, R. C. Honeycutt; canteen service, T. Howard Ward; physical, Julius Pickard; boys and girls, Herbert Hayes; house, Clarence Moss; religious education, C. L. Thornbro; membership, Cecil Elmore; world service, Frank Starling; East White Oak, Rawley Meadows; Camp Herman, Colvin Williamson.

Effective committee service behind the association's activities is largely responsible for the success of the association's program. No program is better than the planning that goes into it, and the association staff appreciates the support of committees and layworkers.

Souther Is Named To Award Committee

Hobart Souther, Cone Mills laboratory research director, has been named to a committee of the Southern Association of Science and Industry to make its annual Scientific Award.

The award goes each year to the scientist making the most outstanding contribution to the progress of the South.

Others appointed to the committee to select the winner are Frank H. Gardner, Jr., chief chemist of Hercules Powder Company, Hattiesburg, Miss., and Dr. M. H. Stowe of Washington and Lee University.

"Joe Corn" Writes Letter To Editor

Deer Textorian Editur,

Thar wuz thiyar Pronefella cum by wun day end sez "Did you'uns no we wuz hevvin a accident contest?" End we sez "whats that?" End he sez "Didn't you no? Its to see hoo kin hev the most accidents end I'm goin to win." End we sez "No it ain't, John, its a ccident prevention contest end that means you gotta try not to hev accidents end them as has the lest why them is the wuns which wins." End Prone sez "Oh, then I gotta be keerful." So we tuk tha open nife outa hiz pocket end clozed it end rolled up hiz sleeves, end told him to go get hisself sum good shoes end to watch where he's awalkin.

He sez "Thank you," end thats all. **Joe Corn**

Jim Kincaid Is Youth Week Pastor

Jim Kincaid, son of Mr. and Mrs. Raymond Kincaid, is serving as youth pastor of Eller Memorial Baptist Church during the current week. He will preside at the regular Sunday morning worship service at 11 o'clock. Special speaker to climax the week of youth is Rev. Horace (Bones) McKinney, Raleigh minister and assistant basket ball coach at Wake Forest College. Rev. J. T. Edwards, Eller Memorial Church's pastor, will introduce the speaker.

A big social event is planned for tomorrow night at Camp Herman.

The young people suggested that church members set aside one day's pay for the building fund. Sunday will be the day for such contributions.

The young people of the church extend an invitation to everyone to attend their services.

J. Dan McConnell On AIEE Program

J. Dan McConnell, Cone Mills plant engineer, spoke at the Conference on Recommended Electrical Practices for the Textile Industry, sponsored by the American Institute of Electrical Engineers' Textile Subcommittee of the AIEE General Industries Committee on June 30 at Hotel Preston Hotel, Swampscott, Mass.

Mr. McConnell related experiences based on using electrical machines at Cone Mills and emphasized need of uniform practice from mill operator's viewpoint.

The General Industry Applications Committee of the AIEE and its various subcommittees concern themselves with all matters in which the dominant factors are requirements, selection, installation, and operation of machinery and devices relating to machine tools and to the processing or fabrication of non-metallic materials. Such materials include textiles, rubber, paper and plastics.

Pre-School Clinic To Be Held At Prox.

Beginning next week, Wednesday, July 20 the Infant and Pre-School Clinic will start being held at the Proximity YMCA. Hours of the clinic will be the same as when it was at White Oak YMCA and nurses will be present.

New members attending the Clinic this week were Ricky Ritter, Laura Robinson, Danny Wayne Peele, Nancy Joe Peele, James Peele, Jr., Martha Ann Peele and Frankie Sue Poe.

Others present were Benjamin Jenkins, Stephen South, Mary Browning, Thomas Keating, Kathy Cooper, Murphy Libby, Boyd Hane, Phylis Browning, Thomas Browning, Michael Lee Flippin, William Bennett, Jr., Thomas Keating, Jr., P. J. and Phyllis Lambeth.

The nurses gave 15 immunizations.

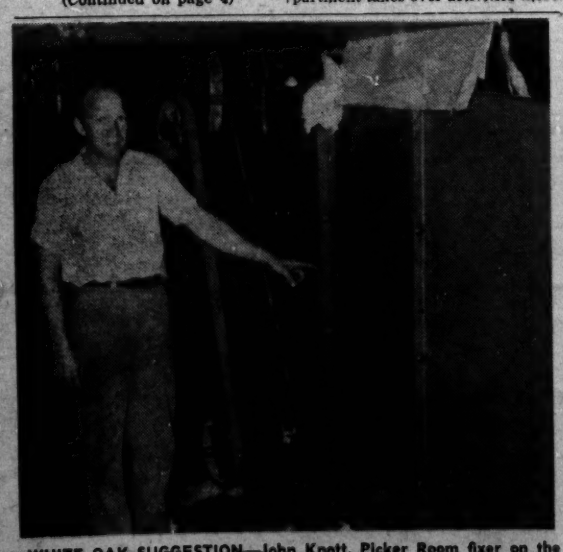
16th St. Church Now In Attendance Crusade

A 10-weeks Sunday School attendance crusade is now in full swing at Sixteenth Street Baptist Church. Forty captains are responsible for seeing that 10 people attend Sunday School each week.

"The purpose of the crusade is to prevent a summer slump,' Rev. William Bennett, pastor stated. "Actually, there has been no slump but an increase in Sunday School attendance during the summer."

For three Sundays, the average attendance has been 377 which is an increase of 100 to 125 over last year.

It is a mark of intelligence, no matter what you are doing, to have a good time doing it.—B. W. Cochran.



WHITE OAK SUGGESTION—John Knott, Picker Room fixer on the third shift at White Oak Plant, recently received a cash award from Cone Mills when he suggested that the hoppers in the Cleaning Room be enlarged. This suggestion improved the efficiency of the Picker Room by keeping a greater supply of cotton on hand, allowing this department to run without stopping for lack of cotton.

LONG SERVICE—Mr. Charlie Phillips of the Granite Plant has a twenty-five year record with the Cone Company. Mr. Phillips is shown being congratulated by Sydney M. Cone, Jr., Cone Mills vice president and P. C. Beatty, plant manager.

THE TEXTORIAN

Published every week except Summer Vacation and Christmas Weeks

*LELAH NELL MASTERS . . . . . MANAGER

ROBERT WEAVER . . . . . ASSISTANT

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GREENSBORO PLANTS

PROXIMITY
PRINT WORKS
WHITE OAK

REVOLUTION (Flannel and Rayon)

GUILFORD PRODUCTS

OTHER PLANTS		REPRESENTATIVES
Edna	Reidsville	Elizabeth Harviel
Eno	Hillsboro	Helen M. Johns and Edna S. Ellis
Granite	Haw River	Bertha S. Clayton
Minneola	Gibsonville	Opal S. Isley
Randleman	Randleman	Roger Johnson
Salisbury	Salisbury	Pauline Safrit
Pineville	Pineville	Mary Robinson and Inez Culp

(*Director American Association of Industrial Editors)

No communication of any sort or description, whether news or expression of opinion upon any topic, will be published unless accompanied by real name of writer. The name, however, will not be published unless consent is given.

FRIDAY, JULY 15, 1955

Dixon-Yates Controversy

It is assuredly a relief to learn that the Dixon-Yates controversy is being resolved. We doubt seriously whether the average citizen was or is in a position to truly form an unbiased opinion as to whether or not the government contract with Dixon-Yates was entirely proper.

It is our opinion that neither the President nor his top level advisors intended to do anything in connection with this contract that was either unethical or to the detriment of the nation.

On the other hand, we believe that many of those who challenged the contract were equally as honest and conscientious in their criticisms and their efforts to forestall the actual execution of the contract.

We are forced to recognize the fact that there does exist a difference in fundamental theory as to the proper functioning of government. Those who subscribe to more and more government in business are not expected to share the same opinion on matters such as utilities as do those who feel conscientiously that the government should not function in conducting businesses when citizens can perform the same type of function.

It is generally conceded that the solution to the problem represents a definite compromise, which in effect states: "You are both right, and you are both wrong."

It must be admitted that the President demonstrated a lack of stubborness and a high degree of bigness in taking the action he did, particularly since he had previously taken a firm position insofar as the Dixon-Yates controversy was concerned.

Since it is now apparent that many of the chief opponents to the Dixon-Yates contract feel that a proper solution has been found, and since many of the proponents feel the solution is satisfactory, this matter should be dropped as a bitter political issue—in fact, it is our feeling that this country as a whole should derive a lot of satisfaction over the fact that a satisfactory solution could be found, particularly since there was so much bitterness and misunderstanding.

Now that the matter has been resolved, in our opinion, only the extremely partisan professional party men and those who thrive on bitterness and discord will now attempt to use the controversy as a political football.

Pineville News

by Mary Robinson and Inez Culp

On Saturday evening, July 9, Pineville Plant Cone Mills Corporation had its summer outing. Barbecue was served to the employees of the plant and their families.

There were 640 present for this outing. Our white employees were served at Freedom Park in Charlotte, while the colored employees were being served at Pineville colored school. From all reports everyone who attended was well-fed, all comments concerning the outing have been very favorable.

As guest at this outing we had Clarence Cone, Chester Arnold, and we had our own Bill White and Herman Cone Jr. down for the dinner. Among the local guests were three preachers and their families from Pineville, the Rev. Mr. Cox, pastor of the Nazzarene Church and his family, the Rev. Mr. Gibson of the Baptist Church and his family and Dr. and Mrs. Beddinger of the Presbyterian Church.

Mr. and Mrs. Jerry Coley are the proud parents of a baby girl, Debora Jean.

Both circles, Lottie Moon and Stough Memorial met at the church Tuesday night. Business was discussed at this meeting.

Mr. and Mrs. Sam Satterfield, Mr. and Mrs. Jimmy Brewer motored to Pageland, S. C. Sunday to see the opening of the watermelon festival.

Airman Clark King, son of Mr. and Mrs. Carl King spent the week end of the fourth of July with his parents. He is stationed at Mt. Dill Air Force Base at Tampa, Fla.

Airman Bobby Joe Waters and his wife are spending a few days with his parents, Mr. and Mrs. Wylie Waters. Bobby is stationed in Texas.

The people of Pineville wish to welcome John Sherrill and his family to our community, we hope they will enjoy living here, they moved into their new home Monday.

Friends are sorry of the sickness of Dexter Price, they wish him a speedy recovery.

o

According to the National Rifle Association of America, it is always good practice for the hunter to wear protective coloring. The color should always be bright so it will contrast with his background.

The old black typewriter is a thing of the past. One new model comes in a soft brown color with green keys; and an electric typewriter is now available in five attractive two-tone color combinations with glare-free keys.

ATTENDANCE REPORT

June 6, 1955 To June 12, 1955

	Rev.	Prox.	W. Oak	P. Wks.	Rayon
Department	90.22	91.60	91.52	95.55	94.25
Carding, 1st.	98.58	97.02	94.00		98.53
Carding, 2nd.	92.07	91.41	93.65		92.31
Carding, 3rd.	85.72	91.45	91.43		100.00
Spinning, 1st.	88.23	91.99	92.53		
Spinning, 2nd.	84.70	86.44	89.43		
Spinning, 3rd.	79.69	91.41	82.68		
Dyeing, 1st.	100.00	94.65	96.06	95.85	
Dyeing, 2nd.	100.00	100.00	96.92		
Dyeing 3rd.	100.00	92.86	97.92		
Rayon Dye & Fin.	94.49				
B. & S. 1st.		94.45	95.17		
B. & S. 2nd.		88.98	94.55		
B. & S. 3rd.		100.00			
Preparation, 1st.					
Preparation, 2nd					
Preparation, 3rd.					
Weaving, 1st.	92.16	91.25	93.55		95.36
Weaving, 2nd.	92.47	90.63	88.08		89.89
Weaving, 3rd.	87.38	86.92	86.78		95.38
Napping, 1st.	96.88			92.31	
Napping, 2nd					
Napping, 3rd					
Finishing, 1st.	96.08	93.59	96.23	94.59	89.75
Finishing, 2nd.	90.00	91.18	88.75		92.86
Finishing, 3rd.	90.44	88.64	94.05		92.60
Shipping, 1st.	92.80			97.28	83.34
Shipping, 2nd.	98.00				
Shipping, 3rd.	93.34				
Power Plant			100.00		
Color Shop				95.06	
Lab. & Chem.				100.00	
Printing				95.04	
Bleaching				95.04	
Mechanical	96.30	98.75	100.00	99.57	
Village Upkeep			100.00		
General Help	95.77	100.00	97.80	98.12	
Carp & Painters	94.29	68.75	100.00		
Truck		100.00	100.00	100.00	
Electrical		99.25			
Maintainance		91.48	86.54		
Filter				100.00	
Leased Truck Drivers					
Supply Room			100.00		
Outside & Shop					100.00

House Publications Gave $720, In Space To Public Service

New York,—The nation's house magazines contributed the equivalent of $720,000 in space, if sold at regular advertising rates, to public interest campaigns conducted by The Advertising Council during the 12-month period ended March 1, 1955.

This was disclosed by the Council today in releasing its annual report. The Council is a private, non-profit public service advertising organization supported by house magazines and other media, by American business firms, and by advertising agencies. Its purpose is to promote the use of advertising in the solution of such non-partisan national problems as traffic accidents, forest fires, school conditions, nursing shortages, etc. House magazines are represented in the Council organizations by a House Magazine Advisory Committee, headed by K. C. Pratt, editor of STET magazine, and composed of 46 editors from various parts of the country.

According to the new annual report, at least 1500 company magazines, this publication among them, donated 2,800 advertisements in behalf of 13 of the 17 major public interests drives conducted by the Council during its past fiscal year.

17 Major Drives

Of these drives, six were aimed at conserving our human and spiritual resources: Stop Accidents, Better Schools, Community Chests, Red Cross, Student Nurse Recruitment, and Religion in American Life.

Two others focused on conserving our natural recourses: Forest Fire Prevention and Fire Prevention (in the home).

Five worked to build up our national defense: Ground Observer Corps, Civil Defense, USO Mail Call, Engineers Wanted, and the National Blood Program.

Two undertook to strengthen our national economy: U. S. Savings Bonds and Future of America.

Two attempted to strengthen our relations overseas: Crusade for Freedom and CARE.

Additionally, the Council and its supporting groups gave some degree of assistance to 43 other causes, such as the American Heart Association, American Cancer Society, Boy Scouts of America, and United Negro College Fund.

Campaign Results Highly Encouraging

Where measurable, the results of major Council campaigns were highly encouraging, according to the report. Traffic deaths took a continuous downward trend for the first time since World War II, with the death rate the lowest on record —6.5 per 100 million vehicle miles traveled. Community Chests raised $302,500,000 for the year. The Red Cross raised 96.4% of its $85 million goal and enrolled 21 million Americans as members.

Forest fires dropped 12% from 1953. The Ground Observer Corps had approximately 300,000 active other 700,000 trained for participation if needed. Cash sales of U. S. Savings Bonds E and H were nearly $4 billion $900 million, the highest in the nine post-war years, while allvolunteers at year's end, with anmost 75% of matured E Bonds were still being held by their owners.

Progress was also made in combatting the nation's shortages of engineers and nurses. There was an 18% rise in freshman engineering enrollments despite an over-all decline in college enrollments. And more than 45,000 students entered professional schools of nursing.

The Council's chairman Stuart Peabody, assistant vice president of The Borden Company, pointed out that these successful campaign results demonstrated the truth of two concepts upon which The Advertising Council was founded: (1) 'A free, democratic people, informed of the nation's and problems and urged to help meet and solve them will respond with action" and (2) "Advertising, with its peculiar ability to generate attention and interest, is a highly effective means of communicating facts and ideas to vast numbers of people."

Other media which helped project The Advertising Council's program during 1954 were: Newspapers, consumer magazines, business papers, radio, television, transportation and outdoor advertising.

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HOW GREEN THE THUMB

More and more of us Americans with "green thumbs" are going in for gardening—both flower and vegetable. About $800,000,000 is being spent annually for flowers and seeds alone, and a company which contentedly was making fishing tackle now has developed a tremendous business in hand tools for gardeners and farmers.

THURSDAY NIGHT IS FAMILY NIGHT

S & W CAFETERIAS

ASHEVILLE, N. C. WASHINGTON, D. C. KNOXVILLE, TENN.
ATLANTA, GA. CHATTANOOGA, TENN. RALEIGH, N. C.
CHARLOTTE, N. C. GREENSBORO, N. C. RICHMOND, VA.

Over twelve million meals served yearly

VEL-VO-REX

Soothing, Healing Ointment

For soothing, rapid pain relief in the treatment of HEMORRHOIDS: Providing also prolonged action. Effective in anal anasthesia and antiseptic for other rectal inflammation such as pruritus ani. Available in 1 oz. tube with rectal pipe. Stainless—Water soluble base.

● Guaranteed Results or Money Refunded ●

Available at the leading drug stores.

DISTRIBUTED BY THE VEL-VO CO., P. O. Box 311, Greensboro

Stop In and See Us . . .

BURGESS BARBER SHOP

R. R. Burgess, Owner

117 EAST SYCAMORE ST.

NEED EXTRA CASH FOR THAT LONG AWAITED VACATION

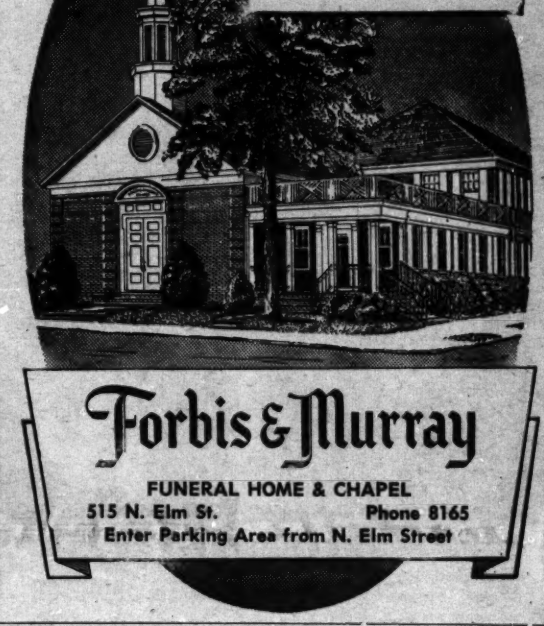
Let Us Help You

Colonial Finance Co.

115 E. Market Street

Phone 3-3942

Completely Air Conditioned



Our experience and low overhead cost per service enable us to keep funeral expenses at a minimum.

Forbis & Murray

FUNERAL HOME & CHAPEL

515 N. Elm St. Phone 8165

Enter Parking Area from N. Elm Street

Vacation Time....

Will you be obliged to change your vacation plans because you lack the ready cash??

Perish the thought! Go right ahead and make your plans, enjoy that much needed rest, and if you need some extra money to see you through, one of our friendly officers will take care of you . . . quickly and confidentially! He'll arrange a method of repayment on a basis convenient to your particular budget.

TWO DRIVE-IN LOCATIONS

621 South Elm Street

Summit Shopping Center

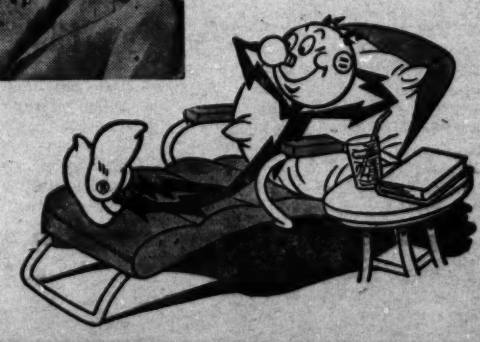
BANK OF GREENSBORO

Southeastern Building, Market and Elm Streets

Member Federal Deposit Insurance Corporation

Let Reddy Kilowatt® bring you

RELIEF FROM THE HEAT



Double and single fans

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Guilford Products News

By Mary McAdoo

Mrs. Laura Gant attended the Woman's Auxiliary educational and Missionary Baptist Association convention, of which she is recording secretary, held July 6-9 at St. Stephen Baptist Church in Winston Salem.

Mr. and Mrs. Ted Parks have returned to Baltimore, Md. after visiting relatives here. Mrs. Parks, the former Beaulah Garner is the neice of Mr. and Mrs. T. A. Gant.

The Ladies Progressive Club will meet Sunday, July 17, 5:00 p.m. at the home of Mrs. Amy McAdoo, 1711 10th Street.

A Note Of Thanks

"We wish to express our sincere thanks to our many friends, to the churches and clubs for their kindness and helping hands during the years of sickness and death of our beloved husband and father. May God bless you all."

—The Family of J. B. Moore

Newest colors for the Eiffel Tower are three tones of cognac brown. Golden brown was chose for the top portion, a shade darker for the middle, and a still darker shade for the lower portion. We are told that cognac brown was chosen for purely aesthetic reasons—it is considered the perfect complement to the Paris sky.

Edna Plant News

by Elizabeth Harviel

Mr. and Mrs. Jack Tomlin and two children of Grand Rapids, Mich. are visiting Mr. Tomlin's parents, Mr. and Mrs. Wilford Tomlin of Thompsonville St. Mrs. Tomlinson is a spinner on the 2nd shift.

Mr. and Mrs. R. C. Jarrell and children and Mr. and Mrs. L. I. King spent the week-end visiting Mr. and Mrs. Frank King at Wrightsville Beach.

Mr. and Mrs. Rhinehart Manzek of San Francisco, Calif., visited Mrs. Mildred Jarrell last week.

Mrs. Aipha Carroll visited her sister in Stuart, Va. last week-end.

Mr. and Mrs. Clyde Bussell have moved into their new home on Price St. Mrs. Bussell, inspector on 2nd shift was given a housewarming by the 2nd shift Cloth Room employees and was presented an electric percolator.

Mr. and Mrs. Larry Eaton announce the birth of a daughter, Sherry Elaine, at the Memorial Hospital. Mr. Eaton works 3rd shift Carding.

Mr. and Mrs. L. W. Oliver and daughters and Mr. and Mrs. C. A. Stokes visited Mr. and Mrs. Alve Beckworth in Monroe, last week-end. Mrs. Beckworth is the former Peggy Stokes.

Mr. and Mrs. Douglas Smith announce the birth of a son June 29 at the Memorial Hospital. Mr. Smith is a doffer on 2nd shift Spinning.

Salisbury News

By Pauline Safrit

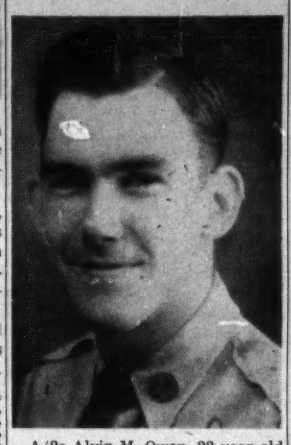
Mr. and Mrs. W. J. Pennington are being congratulated on the birth of a grandson, William Jackson Pennington III.

Phyllis Miller, Phyllis Linder, Dewey Peck and Tommy Kerns spent last week at Lake Junaluska as delegates for the Youth Assembly from Coburn Memorial Methodist Church.

Mr. and Mrs. Charles Stiller and Mr. Jess Lefler spent the holidays in Danville, Virginia, visiting Mr. and Mrs. Claude Lefler. They also enjoyed fishing while there.

AT2 Earle Owens of the U. S. Navy, Mr. and Mrs. Clarence Owens and family from Greensboro, Mr. and Mrs. Clyde Surratt of Salisbury, and Mrs. Dora Jennings of Lynchburg, Virginia, spent the holidays with Mrs. Minnie Owens at her home on Monroe Street.

Mr. and Mrs. Gilbert Archie of Fort Bragg spent the holidays with Mr. and Mrs. Luther Archie.



A/2c Alvin M. Owen, 22 year old son of Mr. and Mrs. L. B. Owen of 72 Hill Street is now spending a 30-day leave with his parents after spending two years overseas. A/2c Owen was in Germany for 13 months and from Germany he was sent to Tripoli, North Africa, where he spent eleven months. At the conclusion of his leave he will report to Larson Air Force Base, Washington.

Alvin took his basic training at Lackland Air Force Base, San Antonio, Texas, the gate way to the Air Force. He is a clerk typist and will be attached to the 71st S. P. F. Wing at Larson AFB, Washington. He attended Salisbury City Schools and was employed at Bamby Sunbeam Bakery before going into service.

NUCLEAR REACTOR POPULAR ATTRACTION

The Nuclear Reactor on the campus of North Carolina State College at Raleigh has attracted over 6,000 visitors a year since it opened to the public in 1953. The Reactor, first facility of its kind to be used exclusively for peace-time atomic research, first college-owned reactor outside the restricted areas of the Atomic Energy Commission and first to be opened without restriction to the public, was formally dedicated on May 23 this year. Delegations from 12 foreign countries and 20 American colleges and universities have visited it during the past two years. The Reactor is open to visitors from 8:30 a.m. until 5:30 p.m. Mondays through Fridays, and from 8:30 a.m. until 12:30 p.m. on Saturdays.

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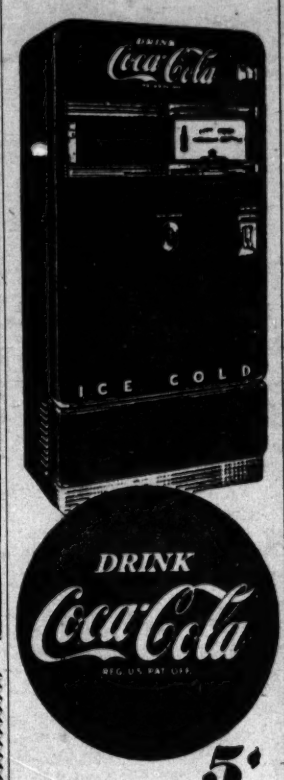

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Veteran Proximity Employee Dies

Funeral for James Monroe Boone, 73, of 319 Lawrence Street, died last Sunday at Moses H. Cone Memorial Hospital. He was a patient there for one day. Service was held at Lambeth Chapel on Tuesday with Rev. O. L. Brown, pastor of Proximity Methodist Church, officiating. Burial was in Lakeview Memorial Park.

Mr. Boone had worked intermittently for more than 50 years in the Carding Department of Proximity Plant.

He was a member of the Proximity Methodist Church and was its custodian for many years.

Surviving are his wife, the former Marbelle Grubb; five sons, O. K., Harley L.; Daniel Frank and Howard A. Boone of Greensboro, and Walter J. Boone of Newport News, Va.; two daughters, Mrs. J. H. Coletrane and Miss Helen Boone of Greensboro; seven grandchildren and seven great-grandchildren; two brothers, Dolph R. and Alex Boone of Greensboro; and two sisters, Mrs. James Overman and Mrs. Ellen Payne of Greensboro.

Funeral Held For Ralph D. Sillmon

Funeral was held Tuesday at Hanes Chapel for Ralph Dewy Sillmon, 57, who died unexpectedly Sunday at his home on Rt. 1, Guilford College. He had been in declining health for two years.

Rev. S. R. Young, pastor of Pamona Baptist Church, officiated. Burial was in Hickory Grove Methodist Church Cemetery.

Mr. Sillmon who was employed in the Weaving Department at Proximity Plant began work for Cone Mills in 1947.

He is survived by his wife, the former Nannie Edwards; two daughters, Mrs. Carl Swiggett of Raleigh and Mrs. James Larsen of Greensboro; two sons, Homer Sillmon of the home and Jack Sillmon of Pomona; two brothers, A. A. Sillmon of Pomona and Ben Sillmon of Richmond, Va.; a sister, Mrs. Ida Newby of Greensboro; and five grandchildren.

Meet Tues., July 21 White Oak Matrons

White Oak Matrons will hold their monthly meeting Tuesday, July 21 in the ladies social room of White Oak YMCA. This will be the last meeting in White Oak Y building.

The matrons will make ash trays as their project this month.

Reservations must be made by noon Monday to Mrs. Frances Funderburk. (Call 2-5940.)

All members are urged to attend as this is the last meeting in the Y. building.

Central YMCA Ends Camp Herman Season

Central YMCA, used Camp Herman for four periods (four weeks) from June 15, to July 13.

Cone Mills and its communities were entitled to 15 boys at each period, however they did not avail themselves of the full number. Thirty-three boys did attend.

They were: Jimmy Gregory, John Gregory, Larry Southern, Richard Southern, Larry Jenkins, Dickie Russell, Buddy Ward, Johnnie Ward, Butch Solomon, Stan Dickson, Skippy Squires, Richard Clay, Douglas Clay, Nickie Faircloth, Larry Dale, Robert Walker, Billy Cole, Robin Robinson, William Robinson, Harry McDonald, Malcom Beal, Joey Noah, Eugene Foust, Roger Smith, Stephen Souther, Jack Johns, Jerry Craig, John Squmskie, Jimmy Soloman, Maurie Johnson, Larry Edenton.

Andrews Bapt. Church To Have Pageant

A pageant entitled, "I Dreamed I Searched Heaven For You" will be presented Saturday night, July 23 at 8:00 o'clock at the Andrews Memorial Baptist Church, just below Brightwood School on Lee's Chapel Road.

Rev. Clifford Vestal, pastor states that over 60 people will participate in this pageant and the public is cordially invited.

WHAT'S YOUR SCORE?

Did you find all the accident hazards in the cut of John A. Prone in last week's Textorian? If you did your safety I. Q. is just about tops or, we'll say, 100. Since there were through. (6) There is a screw driver points off for each one you missed. Here they are: (1) John is dripping oil on the floor. (2) A rag is hanging from John's back pocket. (3) John is wearing his sleeves long and unbuttoned. (4) Toes are cut out of John's right shoe. (5) The sole of his left shoe is worn 10 hazards in the picture, count 10 sticking out of his pocket with the edge up. (7) There is an open knife sticking out of his shirt pocket. (8) John is walking in front of a doff truck because he failed to look before crossing an alley. (9) He is about to step on a quill of filling which has been left on the floor. (10). Someone has left a bottle standing on the floor.

If you don't have a copy of last week's Textorian to check your answers, look John A. Prone up on your bulletin board where you'll find a poster including the same picture.

COMPETITION

Mats made of vinyl sheeting, with deep carpet textures, are available in a selection of twelve colors. They are said to be resistant to water, soap, oil greases, foods and most chemicals. Best of all they won't skid on polished floors.

NEWLYWEDS—Marine Corps Pvt. and Mrs. Settie Knight Smith are shown following their June wedding which took place in Chesterfield, S. C. The bride's parents, Mr. and Mrs. Ray Smith entertained at the cake cutting at their home on Osburn Road. She is the former Mary Ann Smith. The bridegroom is the son of Mr. and Mrs. David Smith, 1311 Vine Street. The bride is living at 2008 Phoebe Drive, and Pvt. Smith has returned to Camp Lejeune. He has been in the service for two and a half years.

Proximity Methodists To Have Youth Week

Youth Activities Week is being observed July 17-22 at Proximity Methodist Church. Miss Patricia Fields, director of Education, is heading the program. Theme for the program is "God and I."

Opening talk will be at 6:30 Sunday night on "God and My Giving."

Monday's meeting will be at 7:30 p.m. Topic will be "God and My Mind," discussed by Miss Enza Abernathy of West Market Street Methodist Church.

Dr. D. D. Holt will discuss "God and My Social Life" on Tuesday night at the same time.

On Wednesday the young people are having their parents as guests at a 6:30 picnic at the church with a worship service and motion picture on family life at 7:30.

Mrs. Clark Benson of Bethel Methodist Church will discuss "God and My Recreation" on Thursday night at 7:30.

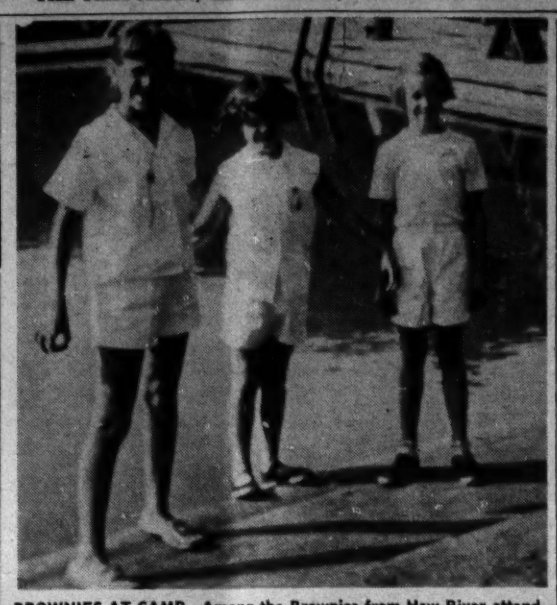
A banquet on Friday night at 6:30 will feature a brief talk by Rev. O. L. Brown on "God and My Vacation," entertainment and a closing worship service.

Lucian Godfrey Dies Following Illness

Lucian C. Godfrey, 47, of 2210 Cypress Street, died last Saturday at Moses H. Cone Memorial Hospital where he had been a patient for a month. Funeral was in Lambeth Chapel, Monday with Rev. S. L. Riddle, pastor of Revolution Baptist Church, officiating.

Native of Lee County, Mr. Godfrey lived in Greensboro for 25 years. During that time he was employed in the Weaving Department of Revolution Flannel Plant.

He is survived by his wife, the former Ruby Hobbs; one son, Joseph L. Godfrey of Greensboro; three daughters. Mrs. E. A. Fall of Greensboro and Misses Lois and Juanita Godfrey of the home; his mother, Mrs. Orah W. Godfrey of Durham; two brothers, Earl and Sydney Godfrey of Durham; three sisters, Mrs. T. H. Brown, Mrs. Iola Senter and Mrs. Carmen Lamb of Durham; and five grandchildren.



BROWNIES AT CAMP—Among the Brownies from Haw River attending the first session at Camp Chinquapen week before last were three daughters of Granite employees. Pictured are Vicki Tew, daughter of Mr. and Mrs. W. C. Tew; Ann Marie Clayton, daughter of Mr. and Mrs. J. C. Clayton, and Dale Ritter, daughter of Mr. and Mrs. Herman Ritter.

Camp Groups Express Thanks To Employees

On behalf of the camp committee and board of directors of the Cone Memorial YMCA, we wish to express appreciation to the employees of Cone Mills and dependent members of their families for the splendid cooperation that has been given to the Camp Management, camp caretaker, Howard Nunn, and life guard, Claude W. (Dick) Weaver, in the use of Camp Herman for the Junior Citizens' Camp, and the transferring of Recreation Activities to the Louise Park area.

The Central YMCA expresses their appreciation for the use of the camp's splendid equipment, and cooperation, making possible four one week periods for Junior Citizens. Frank Casper is director for the Junior Citizens Camp.

CONE MILLS TO SEND

(Continued from page 1)

Lowe, assistant superintendent, Plants; Edward Pitchford, assistant overseer, Weaving.

Print Works Plant—Robert Johnson, assistant overseer, Dyeing; Bruton Draffin, assistant overseer, General Help.

Edna Plant, Reidsville,—Hogan Gray, overseer, Carding; S. L. Adams, personnel assistant, Plant.

Pineville Plant—John Sherrill, assistant superintendent, Plant; C. S. King, overseer, Weaving, Julian May, overseer, Cloth.

Tabardrey Plant, Haw River—Irwin Williams, personnel assistant, Plant; Allen Lamb, assistant superintendent, plant.

Eno Plant, Hillsboro—J. P. Hughes, superintendent, Plant; M. E. Allison, overseer, Spinning.

Dwight Plant, Gadsden, Alabama—Hoyt Wiggonton, Jr., personnel department, Plant.

Salisbury Plant, Salisbury, N. C.—David Smiley, superintendent, Plant; J. M. Henderlite, personnel manager, plant.

Granite Plant, Haw River—R. R. Scruggs, personnel manager, Plant; Manuel Williamson, assistant superintendent, Plant.

Main Office—W. O. (Red) Leonard, personnel department.

COTTON INDUSTRY REELS

(Continued from page 1)

the executive committee of the ACMI proposed adoption of an equitable, quantitative limitation on imports of foreign goods as the only practical solution to the problem created by the Geneva action.

The committee declared in a statement that the sharply reduced tariff rates will force many cotton mills to import foreign grey goods, particularly from Japan, for finishing and distribution, as a competitive necessity.

New Type Adventurer

It cited also that the situation is certain to create the opportunity for "a new type of adventurer—the importer who, without a spindle or loom or a vestige of textile experience, will operate largely on a speculative basis to disrupt and demoralize the established system of textile distribution."

The executive committee expressed the view the industry would approve an increase of overseas imports not over 50 per cent, based on the average annual volume of 1953-54, which are the two highest import years since World War II. It urged, however, that the total quota should be approximately sub-divided by products or product categories in order to avoid injurious or inequitable import concentration.

Affects 80 per Cent

Morris M. Bryan, Jr., president of the Cotton Manufacturers Association of Georgia, in a recent statement termed the Geneva cuts "devastating" and pointed out that they affect, 80 percent or more of fabric production in Georgia and the Southwest.

The new tariff cuts are scheduled to become effective September 10.

Industry leaders express amazement that the concessions were granted just a few days before H.R. 1, the new trade law, was to become effective, and assert that the Geneva action seemingly repudiates earlier White House reassurances to Congress and to industry representatives.

But what seems further to have added insult to injury was a routine dispatch from Geneva in which the state department officially described the textile tariff concessions to Japan as "relatively minor."

ACMI Report

After studying the schedule of tariff concessions, the American Cotton Manufacturers Institute reported:

1. The new concessions give the Japanese a guarantee of excess profit on 75 to 80 per cent of the cotton fabrics worn by the people of the United States.

2. This guarantee of excess profit on every yard of goods the Japanese sell in this country is larger than the total profit per yard being earned by U. S. mills.

The ACMI statement pointed out the Japanese are guaranteed an excess profit since Japanese goods are, even now being sold in this country in quantity and at a profit—over the present tariff and under the prevailing depressed prices of American-made goods.

As an illustration, it was cited that the bellwether fabric of the textile industry is 80 square printcloth. This construction alone accounts for 750 million yards of annual production.

The reduction of duty on 80 squares amounts to 3.3 cents per pound or 8/10 of a cent per yard. Eighty squares (grey goods) have been selling in New York for 18 3/4 cents per yard.

The U. S. mill's profit on this cloth in the grey is currently about 4/10 of a cent per yard on the average. Hence, ACMI pointed out, the tariff cut is twice as large as the U. S. mills' profit on the cloth.

Such an example, it explained further, is taken from the grey cloth classification where the minimum tariff cut occurred. It added that the same cloth, when bleached, dyed or printed, is given a 48 per cent tariff reduction, the equivalent of 1 1/2 cents per yard.

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• Those Famous BOSTONIANS All Summer Styles Values to $19.95 $13.75
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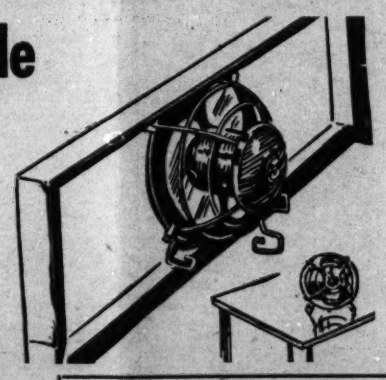
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